

REMARKS

The Office Action dated March 21, 2005, has been received and carefully reviewed. Each issue raised in the Office Action is addressed below.

STATEMENT OF SUBSTANCE OF INTERVIEW

A personal interview was held on May 26, 2005. In attendance were Applicant's representatives Scott Wakeman and Shinya Hirata and examiner Cesar Paula. No exhibits were shown. Claims 1, 8, 12, 34, 37 and 39 were discussed as was the Judson reference. The differences between Judson and the invention required by the claims were discussed including the fact that Judson's RAM does not store data when it is removed from a computer. Requiring "nonvolatile" memory in certain claims was also discussed and appeared to distinguish over Judson. Requiring user input before executing program data was also discussed.

CLAIM OBJECTIONS

Claim 25 is objected to because the phrase "give type" should have been written "given type." By the above amendment, claim 25 has been cancelled.

REJECTIONS UNDER 35 U.S.C. 102(b)

Claim 1 stands rejected under 35 U.S.C. 102(b) as being

anticipated by Judson. By the above amendment, claim 1 has been amended to require a non-volatile storage medium. As discussed during the interview, a RAM chip in Judson's computer does not satisfy this limitation. Claim 1 is therefore submitted to be allowable over the art of record.

Claims 2-7 depend from claim 1 and are submitted to be allowable for at least the same reasons as claim 1.

Claim 8 stands rejected under 35 U.S.C. 102(b) as being anticipated by Judson. Claim 8, as amended, requires a storage medium mounting unit on which a nonvolatile storage medium is detachably mounted. Judson's RAM chips do not satisfy this limitation. Claim 8 and its dependent claims 9-11 are therefore submitted to be allowable.

Claim 12 has also been amended to require a non-volatile storage medium. Claim 12 and its dependent claims 13-16 are therefore submitted to be allowable for the same reasons as claim 8.

Claim 34 requires an information processing apparatus that includes an information receiving unit for receiving executable program data and advertisement data. Judson discloses a browser that receives data that can be interpreted by the browser to render a web page. This information is not executable program data as required by claim 34. The browser can also receive applets which are executable programs. There is no suggestion, however, that the

applets (the only executable program data under discussion) only be allowed to run after requiring an input from a user. Judson thus does not disclose an advertisement presenting unit for presenting an advertisement and after presenting the advertisement requiring an input from a user before allowing the processor to execute program data as required by claim 34. Claim 34, and its dependent claims 35-36 are submitted to patentably distinguish over Judson for at least this reason.

Claim 37 requires an information receiving unit for receiving updates to executable program data. As discussed above in connection with claim 34, Judson receives data that can be interpreted by a browser as a web page, which is not executable program data, and applets, which are executable programs. However, nothing in the art of record suggests that an applet is ever "updated." The Office Action itself discusses receiving a "new" applet from a second web page. A "new" applet is not an "update" to the first applet. Judson does not show or suggest an information receiving unit receiving "updates" to executable program data as required by claim 37, and claim 37 and its dependent claim 38 are submitted to be allowable for at least these reasons.

Claim 39 requires a method of presenting advertising data that includes the steps of, when a request to execute an executable program is received by the processor, displaying an advertisement

based on advertising data. The only executable program disclosed in Judson is an applet. There is no suggestion in Judson that an advertisement be displayed when a user requests that an executable program be executed. A user of Judson's browser would not request that the applet be executed. Even if it is assumed that a request for a web page constitutes a request that an applet on that web page be executed, there is no suggestion in Judson that an advertisement be displayed and that a user input then be required before executing the executable program. Moreover, there is no suggestion that an update to an executable program be requested or that advertising information and an executable program be updated. Claim 39 has also been amended to further clarify that executable program data is stored on a storage medium before the storage medium is operably connected to the processor. For these reasons, claim 39 is submitted to be allowable over Judson.

Each issue raised in the Office Action dated March 21, 2005, has been addressed, and it is believed that claims 1-11 and 34-39 are in condition for allowance. Wherefore, reconsideration and allowance of these claims is earnestly solicited.

Conclusion

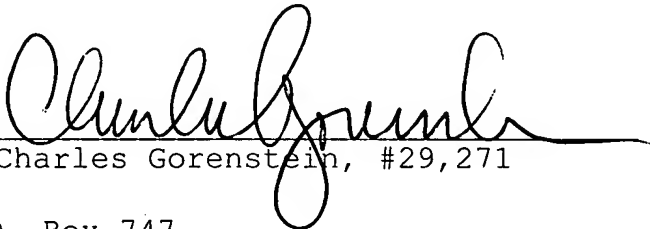
Should there be any outstanding matters that need to be resolved in the present application, the Examiner is respectfully requested to contact Scott Wakeman (Reg. No. 37,750) at the


telephone number of the undersigned below, to conduct an interview in an effort to expedite prosecution in connection with the present application.

If necessary, the Commissioner is hereby authorized in this, concurrent, and future replies, to charge payment or credit any overpayment to Deposit Account No. 02-2448 for any additional fees required under 37 C.F.R. §§ 1.16 or 1.17; particularly, extension of time fees.

Respectfully submitted,

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